|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY**  | **10** | **8** | **6** | **4** |
| **Promoters Company Name & Logo**  | Includes Company Name, Logo and rationale for choosing | Includes Company Name and Logo but lacks complete rationale  | Includes Company Name and Logo but no rationale  | Missing company name or logo  |
| **Name of Tour**  | Creative name of tour that reflects the personality of the artists or purpose of tour  | Creative name of tour but does not reflect the personality of the artists or purpose of tour  | Tour name is not original  | Missing tour name  |
| **Artists and pictures**  | Includes artist(s) name and several pictures and logos  | Includes artist(s) name and 1-2 pictures and logos  | Includes artist(s) name and a pictures or logos  | Includes artist(s) name but missing pictures and logos  |
| **Brief history**  | History of the band is thorough and complete | History of the band is somewhat complete  | History of the band is skeletal at best  | Missing history of the band  |
| **Tour Rider & Accomodations** | Lodging with pictures and rates are shown as well as the group rider  | Lodging with rates are shown as well as the group rider  | Lodging with rates are shown missing the group rider  | Missing crucial lodging information as well as the the group rider  |
| **Target Market & Price**  | A complete target market is detailed along with ticket price and design  | A complete target market is detailed along with ticket price - no ticket design  | A complete target market is detailed missing ticket price and design  | Target market is incomplete and ticket price or design is lacking  |
| **Place & Sponsor**  | All venue details are listed as well as 10 sponsors  | All venue details are listed as well as 8 -9 sponsors  | Missing some venue details. 6 - 7 sponsors are listed  | Missing venue details and several sponsors  |
| **Stage Design & Promotion**  | Describe how sponsors will be showcased around stage, four slides outlining promotional advertising campaign are shown  | Describe how sponsors will be showcased around stage, 2- 3 slides outlining promotional advertising campaign are shown  | Describe how sponsors will be showcased around stage, 1 slide outlining promotional advertising campaign are shown  | Missing stage design and or four slides outlining promotional advertising campaign  |
| **Originality**  | Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.  | Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.  | Presentation shows an attempt at originality and inventiveness on 1-2 Slides  | Presentation is a rehash of other people's ideas and/or graphics and shows very little attempt at original thought.  |
| **Overall Impression & Comments** |  |  |  |  |
| **Total Points Awarded for Content** |  |
| **Oral Presentation Content** | Shows a full understanding of the topic.  | Shows a good understanding of the topic. | Shows a limited understanding of parts of the topic. | Does not understand the topic very well. |
| **Oral Presentation Quality** | Excited, active engagement with audience throughout the presentation. No reliance on notes or slides. | Often engaged with audience. Rarely reads notes / slides. | Limited engagement with audience. Often reads notes / slides. | No engagement with audience. Always reads notes / slides. |
| **Total Points Awarded for Presentation** |  |

**Concert Promotion Project Rubric**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**